

**CONTENT ANALYSIS OF LOCAL CULTURE REPRESENTATION
IN THE 'ENGLISH FOR NUSANTARA' TEXTBOOK
FOR SECONDARY SCHOOL**

THESIS



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DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TARBIYAH AND TADRIS
UIN FATMAWATI SUKARNO
BENGKULU
2026**

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*Submitted As A Partial Requirement For The Degree Of
Sarjana (S.Pd.) In English Study Program*



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I hereby declare that the thesis entitled **“Content Analysis of Local Culture Representations in ‘English for Nusantara’ Textbook for Secondary School”** is my own work and research and is not a plagiarism of the work of others. If in the future it is known that this thesis is the result of plagiarism, I am ready to be subject to academic sanctions.

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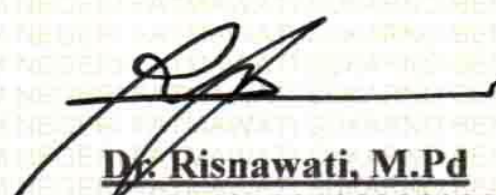
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MOTTO

“Sesungguhnya beserta kesulitan ada kemudahan. Apabila engkau telah selesai (dari suatu urusan), tetaplah bekerja keras (untuk urusan yang lain).

Dan hanya kepada Tuhanmulah engkau berharap.”

(QS. Asy-Syahr: 6-8)

“Semua jatuh bangunmu, hal yang biasa. Angan dan pertanyaan, waktu yang menjawabnya. Berikan tenggat waktu, bersedihlah secukupnya

Rayakan perasaanmu sebagai manusia “

(Baskara Putra~Hindia)

“To get something you never had, you must do something you never did”

(Denzel Washington)

WF> Be gentle with yourself.

This is your first life too; it’s okay to make mistakes. When you feel overwhelmed and think, “I can’t do this,” remember: face it, and this shall pass.

ABSTRACT

Wahidatul Fitri : **Content Analysis of Local Culture Representations in 'English for Nusantara' Textbook for Secondary School**

Advisor I : Dr. Risnawati, M.Pd

Advisor II : Dr. Hanura Febriani, M.Pd.

Using a sequential explanatory mixed methods design (Creswell, 2023), the research first conducted quantitative content analysis to measure the frequency and proportional distribution of cultural content, followed by reflexive qualitative thematic analysis (Braun & Clarke, 2022) to explain and contextualize the quantitative findings across Grades VII, VIII, and IX. Quantitative findings indicated that local (Source) culture dominated significantly, comprising an average of 72.48% of all cultural representations, while Target Culture (Anglo-American) was marginalized at 4.79%. Qualitative thematic analysis revealed four core themes: (1) local culture was structurally integrated rather than tokenistic; (2) representations tended toward cultural homogenization, underrepresenting Eastern Indonesia; (3) cultural meaning transmission deepened progressively across grade levels; and (4) the series enacted a deliberate 'Local-Centric with Strategic Global Awareness' glocalization model. This configuration aligned with the English as an International Language (EIL) paradigm and the glocalization goals of Indonesia's Merdeka Curriculum. The study concluded that the textbook successfully repositions English as a tool for local cultural expression and global engagement. Recommendations included preserving this approach while enhancing regional diversity, developing teacher guides, and promoting critical project-based learning.

Keywords: *Content Analysis, Local Culture, English Textbook, English for Nusantara, Cultural Representation, Merdeka Curriculum, Glocalization, Thematic Analysis.*

ABSTRACT

Wahidatul Fitri : Analisis Konten Representasi
Budaya Lokal dalam Buku
Teks '*English for Nusantara*'
untuk Sekolah Menengah

Pembimbing I : Dr. Risnawati, M.Pd
Pembimbing II : Dr. Hanura Febriani, M.Pd.

Analisis ini mengkaji representasi budaya lokal Indonesia dalam seri buku teks English for Nusantara yang dimandatkan oleh pemerintah untuk Sekolah Menengah Pertama (SMP). Dengan menggunakan desain sequential explanatory mixed methods (Creswell, 2023), penelitian ini terlebih dahulu melakukan analisis konten kuantitatif untuk mengukur frekuensi dan distribusi proporsional konten budaya, dilanjutkan dengan analisis tematik kualitatif reflektif (Braun & Clarke, 2022) untuk menjelaskan dan mengkontekstualisasikan temuan kuantitatif di Kelas VII, VIII, dan IX. Temuan kuantitatif menunjukkan bahwa budaya lokal (sumber) mendominasi secara signifikan, mencakup rata-rata 72,48% dari seluruh representasi budaya, sementara budaya target (Anglo-Amerika) termarginalkan hanya sebesar 4,79%. Analisis tematik kualitatif mengungkapkan empat tema inti: (1) budaya lokal terintegrasi secara struktural, bukan sekadar bersifat tokenistik; (2) representasi cenderung mengarah pada homogenisasi budaya, dengan kurang merepresentasikan Indonesia Timur; (3) transmisi makna budaya semakin mendalam secara progresif antar tingkat kelas; dan (4) seri buku ini menjalankan model glokalisasi 'Lokal-Sentris dengan Kesadaran Global Strategis' yang disengaja. Konfigurasi ini selaras dengan paradigma Bahasa Inggris sebagai Bahasa Internasional (EIL) dan tujuan glokalisasi Kurikulum Merdeka di Indonesia. Studi ini

menyimpulkan bahwa buku teks tersebut berhasil memosisikan ulang bahasa Inggris sebagai alat untuk ekspresi budaya lokal dan keterlibatan global. Rekomendasi mencakup mempertahankan pendekatan ini sambil meningkatkan keragaman regional, mengembangkan panduan guru, dan mempromosikan pembelajaran berbasis proyek yang kritis.

Kata Kunci: Analisis Konten, Budaya Lokal, Buku Teks Bahasa Inggris, English for Nusantara, Representasi Budaya, Kurikulum Merdeka, Glokalisasi, Analisis Tematik.



DEDICATIONS

With gratitude and love, this thesis is dedicated to:

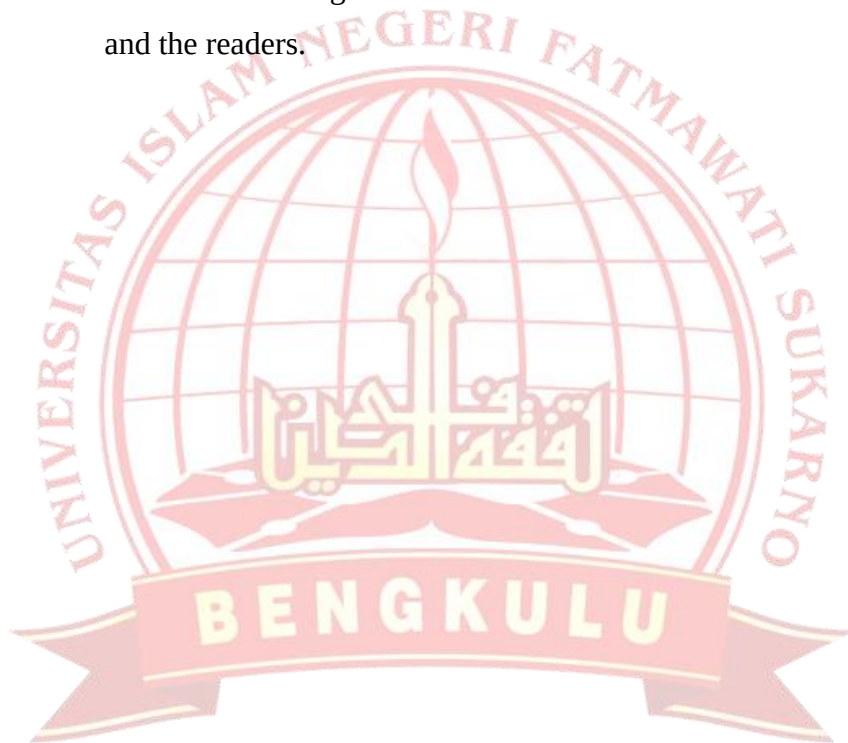
- ❖ Allah SWT, the Almighty, the Creator of the universe, who gives life to all His creations. He is the Most Helpful, the Giver of strength, patience, and endurance. Without Allah, I am nothing, and all of my prayers and gratitude are always addressed to You, O Allah.
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Peace and blessings are always upon Prophet Muhammad SAW, the final messenger of Allah, whose noble character and teachings illuminate the path of truth, knowledge, and righteousness for all mankind. His life continues to be a source of inspiration, teaching wisdom, patience, and compassion, and motivating Muslims to strive for excellence in all aspects of life, including the pursuit of knowledge.

This humble thesis, entitled “***Content Analysis of Local Culture Representation in ‘English for Nusantara’ Textbook for Secondary School***”, is submitted as a partial fulfillment of the requirements to obtain the Undergraduate Degree (S1) in the English Education Study Program at the State Islamic University of Fatmawati Sukarno Bengkulu. The journey of completing this research has provided not only valuable academic experience but

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Bengkulu, July 2026

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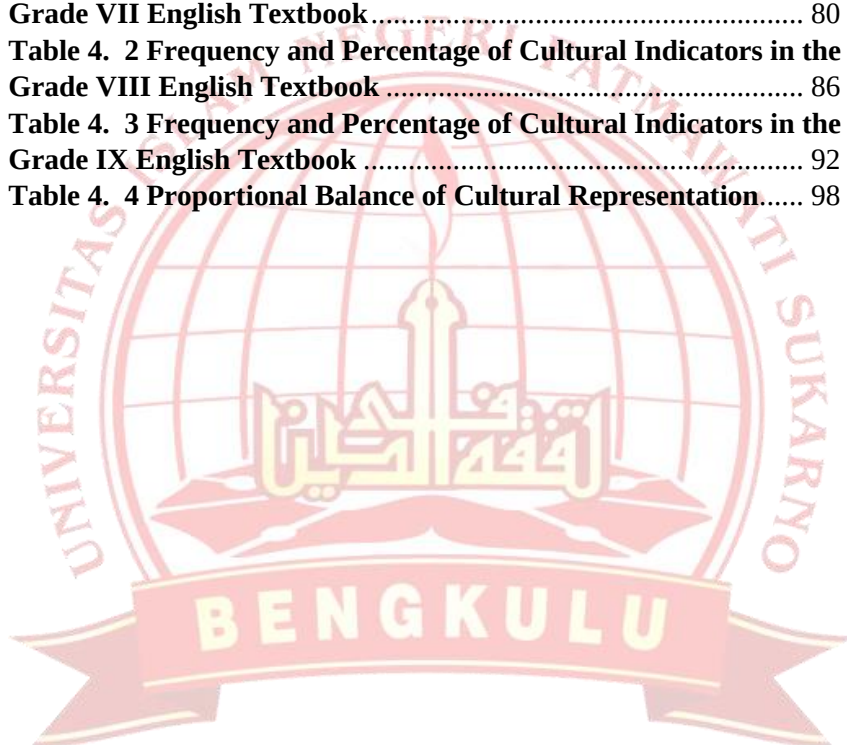
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